

Subject: Re: Adding the word health to the existing Recreation Facilities.

Date: Mon, 12 Nov 2001 21:00:48 -0800

From: Corrie Kost <kost@triumf.ca>

Organization: TRIUMF

To: dpotter@telus.net

CC: criste@dnv.org, youngg@northvanrec.com, fonvca@fonvca.org, council@dnv.org, kost@fonvca.org, Fraser Margaret <weemalkies@telus.net>

Hi David,

Well I could have come up with lots of local "Health Spas"(eg. Hotel Vancouver), "Health & Fitness Clubs", "Health Centres", etc -just see our yellow pages.

Most don't seem to use the word "Recreation"...

So perhaps our private industry knows how to choose their words better than do governments ie. market their products better by choosing more appealing words. Come to think of it "recreation" is not very reflective of our "fitness centres" - which are much more closely allied to health and wellness. The more I think about it the more I think Crist is on the right track. Let's choose wisely.

Corrie

David Potter wrote:

> *Hi Again Corrie,*

>

> *Just another quick note to say that I had not looked at the web sites you included in you message until after I responded. Isn't it interesting they are all AMERICAN. I guess they would know*

> *what's right!*

>

> *David Potter*

>

> *Corrie Kost wrote:*

>

>> *A number of places seem to use the word "Health" in their*

>> *Recreation Centres, eg.*

>> <http://www.uni.edu/wellrec/>

>> <http://www.usfca.edu/koret/facilities.html>

>> <http://www.gvsu.edu/wellness/index.html>

>>

>> *So long as the context is made clear there should be no confusion with a facility providing "medical" services. Certainly "Preventative Health" is not the exclusive purview of medical services facilities.*

>>

>> *Another word which may prove just as effective, with less ambiguity and likelihood of triggering turf wars is "Wellness".*

>>

>> *Corrie Kost*

>>

>>>

>>>

>>> *Subject: Re: Adding the word health to the existing Recreation Facilities.*

>>> *Date: Tue, 13 Nov 2001 10:00:12 -0800*

>>> *From: David Potter <dpotter@telus.net>*

>>> *To: Ernie Crist <CristE@district.north-van.bc.ca>*

>>> *CC: Gary Young <youngg@northvanrec.com>*,

>>> *Mayor and Council - DNV <Council@district.north-van.bc.ca>*,

>>> *"FONVCA (E-mail)" <fonvca@fonvca.org>*

>>> *References: <C8D115181897D311997E00A0C969A095020F7569@EMAIL>*

>>>

>>> *Dear Councilor Crist,*

>>>

>>> After reading your comments to Mr. Young of the Rec. Commission regarding the
>>> inclusion of the word "Health" in the Rec. facility name, I felt I had to
>>> comment.
>>>
>>> I am a telecommunications consultant and have done various projects for Health
>>> Regions in the province i.e. North Okanagan Health Region, Simon Fraser Health
>>> Region and the list goes on. The reason I question your comment, understanding
>>> that you want to increase the profile of the Rec. Centres, I don't think the use
>>> of the word "Health" would be wise. I do know that many of the facilities are
>>> used by the health region for thing such as physio Therapy for stroke and heart
>>> patients, BUT, to make it appear by using the word "Health" in the facility name
>>> may be misunderstood. Do I go there for my flu shoot? I don't think so.
>>>
>>> I do not know if our Rec. facilities "are not be used" up to their capacity, but
>>> you must be very careful what you try to imply in attempting to attract
>>> additional users.
>>>
>>> David Potter
>>>
>>> Ernie Crist wrote:
>>>
>>>> Mr. Young;
>>>>
>>>> This is further to our communication on the above matter:
>>>>
>>>> I firmly believe that adding the word "health" to the existing Rec.
>>>> Facilities title as in Ron Andrews Health and Recreation Center for example
>>>> or something to that effect is quite important. Somehow including "Health"
>>>> would convey a new dimension and propel Rec. Facilities onto a new
>>>> quantitative leap in their function.
>>>>
>>>> I hope that the commission will give this idea serious consideration. After
>>>> all these facilities are not so much Recreation Facilities as they are
>>>> preventive health care centers. How about Ron Andrews or William Griffin
>>>> Recreation and Preventive Health Care center.
>>>>
>>>> Thank you,
>>>>
>>>> Ernie Crist.
>>>>
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>>>> Part 1.2 Type: application/ms-tnef
>>>> Encoding: base64
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>>>>
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